AMERICAN LEGION AUXILIARY
DEPARTMENT OF GEORGIA

Annual Report Due–May 1, 2027

PUBLICRELATIONSREPORT

Please complete the following report form answering all questions **and** submit a narrative report following the prompts provided. Add photos and articles if any. Submit Report to:

Kellie Freeman
120 Cornelia Garden Circle
Cornelia GA 30531
e-mail: aladeptga.pr@gmail.com

Key Program Statement: The purpose of the Public Relations Committee is to establish and maintain a positive public image of the organization by encouraging ALA members to be visible in their communities through branding and informing the public about the mission of the organization.
https://member.legion-aux.org/member/committees/public-relations

Unit #:		District #:		Town/City;	
Name of Unit Public Relations Chair or other member submitting report:					
Address:				City ST Zip:	
Phone #:		Email:			
Number of Unit Members:					
Number of Unit Members engaged in promoting the ALA:					

Media Facts	
1. Number of Interviews with Reporters:	
2. Number Events Covered in the news:	
3. Number of Articles published in newsletters or magazines:.	
4. Number of Letters to Editors:	
5. Number of Public TV Announcements:	
6. Number of Public Service Announcements:	
7. Number of Public Printed Advertisements:	
8. Number of inches of text published (single spaced) in newspapers for items 3,4, 5, & 7: *(Requirement of the Dr. Joann T Meadows award.)*	
9. Number of inches of text pictures in newspapers for items 3, 4, 5, & 7:	

Unit Communications	
10. Does your Unit have a Website?	
11. If yes, list the number of hits on the site 5/1/26 – 4/30/27:	
12. Does your Unit have a Facebook Page?	
13. If yes, list the number of hits on the Facebook Page 5/1/26 – 4/30/27:	
14. How many post did your unit place on the Department Facebook Page:	
15. Does the Unit have a Unit Press Book?	
16. Does your Unit have a UNIT/Public Relations Fact Sheet?	

Please include a narrative up to 1,000 words describing in appropriate detail the following items.

1. How did the Unit use social media and newspaper/magazine/written articles to promote events to members and the community?
2. Did your Unit use – and how did it use – the ALA's PR Toolkit to assist in public relations?
3. Were Unit ALA members branded at all events? Describe.
4. Were American Legion Family brochures available at events? Describe.

5. Did the Unit use video conferences, newsletters, emails, etc. to keep members informed? How did your Unit work to build the image of the ALA in your community and include the community in ALA event. Describe how and when.
6. How did your Unit promote the ALA National President's visit to members?
7. How does the Unit communicate with members in a timely fashion?
8. Name the Unit team members who maintain the Unit website and Facebook page.

Include as many copies as possible of newspaper articles, announcements, pictures, or anything you put in your local newspaper or other media, including social media and website. Please clip out each article/picture/etc. Make sure the copy has the date and name of the newspaper/publication/posting.